
Vice President of Growth & Performance Marketing

Areas of Expertise

- Generate Measurable Results
- Manage Budget & Profitability
- Accelerate Revenue Growth
- Make Data-Driven Decisions
- Develop Analytical Strategy
- Recruit, Lead, and Mentor
- Monitor Product Performance
- Manage Channel Partners
- Conversion Rate Opt.
- Steer Geographical Sales
- Gain Executive Buy-in
- Improve Processes

Accomplishments

- Grew Digital & Offline Marketing sales from **\$28M (2014) to \$1.4B (2021)**, improving **ROAS from 3x to 6x**
- Launched Broadcast Marketing channels (TV+Radio), **growing sales from \$5M (2018) to \$200M (2021)**
- **Led team of 30-70+ digital and offline marketers** to be industry's **largest Home Services Remodeler**, managing 200+ locations across North America
- Generated 2M+ annual high quality inbound leads, leading to **"unicorn" EBITDA and EBITDA% growth**
- **Launched algorithmic machine learning program**, leading to
 - **operational efficiencies** through proprietary call center modeling
 - **improved contact and close rates** for over 500 call center agents
 - **reduced clicks** necessary to place an outbound dial from 12 to 2
- Directed new website MarTech stack creating highly customizable landing pages within minutes, **improving conversion rates, and reducing cost per acquisition**
- Named **2019's "Top 5 Rising Star"** by Target Marketing Magazine

Professional Experience

LEAF HOME | Hudson, Ohio (North America Headquarters)

2014 – Present

Vice President, Marketing, 2019 - Present

Plan & execute Leaf Home's ~\$400M annual marketing budget across dozens of products and 200+ locations.

- Decreased average age of customer from 64 to 50, allowing wider cross sell opportunities and lower CAC.
- Hedged Marketing channel mix from high-risk to low risk across marketing portfolio from 2016-2021, protecting business from Event Marketing shutdowns during COVID-19.
- Navigated COVID-19 media market , replacing in-person Event Marketing generated business with Digital, Offline, and Broadcast, becoming a top 10 advertiser for both Fox News and CNN.
- Revamped Lead Nurture program, including launch of SMS program, increasing response rates of nurture campaigns leading to incremental \$10M in net sales in 6-week test period.
- Launched DCO (dynamic content optimization) and CRO (conversion rate optimization) teams, leading to full funnel responsiveness increase (click through and conversion rate) of 20%+.
- Co-led parent company rebrand research (qualitative and quantitative) and execution from Leaf Home Solutions, a holding company look and feel, to Leaf Home, a consumer conscious brand.

LEAF HOME (continued)

Director, Marketing Analytics, 2017 - 2019

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Provided business insights and recommendations to Digital Marketing, Offline Marketing, Broadcast Marketing, Event Marketing, and Call Center Operations to understand KPIs/metrics and uncover areas for improvement through big data.

- Uncovered full funnel marketing efficiency at granular campaigns/ad level - uncovering areas where low CPAs were leading to underwater ROAS, leading to a ROAS improvement of 3X to 6X in 60 days.
- Created customer personas, demographics, and core customer through first- and third-party data, allowing company to reach 95% of customer base on only a fraction of the consumer base, highlighting demographics for improvement.
- Monitored creative and content tests across all marketing vehicles; improved Direct Mail full funnel response rates by 2.9X, taking cost of marketing from ~35% to ~12%.

Manager, Offline Marketing, 2014 - 2017

Managed strategy, planning, execution, and analytical review of LeafFilter North’s multi-million-dollar national direct response offline marketing program, designed to generate inbound leads.

- Achieved 200% channel growth by analyzing highly profitable geographies, demographics, CTAs, content, & creative
- Decreased Direct mail lost cost by 30% by developing vendor relationships and leading annual RFQ to research, acquire, merge & de-dupe internal & external CRM lists.

FirstEnergy Solutions | Akron, Ohio

Business Analyst, 2013 - 2014

Performed ad-hoc account analysis and resolution by utilizing big data to help drive decisions.

Takai & Company | Cleveland, Ohio

Business Consultant, 2012 - 2013

Focused on helping small and mid-sized companies grow revenues and remove inefficiencies.

Technical Expertise

Data Visualization	SQL, Tableau, PowerBI, Excel,
Targeting	Persona Creation, Experian Data+Customer Modeling,
Testing	Conversion Rate Optimization, ABTasty, UX Design, Multivariate Testing,
Media	SEO, SEM, Marketo, Lead Nurture,
Analytics	Google Analytics, GA360, Qualitative+Qualitative Research

Education & Affiliations

OHIO UNIVERSITY | Athens, Ohio

Bachelor of Business Administration, Finance, Marketing